

A method and apparatus for enabling or allowing a merchant to sell one or more products to different customers at different prices and to adjust the prices of one or more products sold or offered for sale on a customer-by-customer basis. More specifically, the method and apparatus enables or allows a customer to commit or agree to perform a qualifying action in return for receiving a price adjustment for one or more products sold by or available from a merchant. The qualifying action may be part of a subsidy offer provided by the merchant to the customer. In exchange for accepting the subsidy offer or completing the qualifying action, the customer receives the price adjustment.